

Chapter Leader Planning Guide




Welcome

Congratulations on leading a recruitment week for your local chapter. SkillsUSA wishes you much success in planning, organizing, and managing this important work. This guide will help you in conducting your chapter's recruitment efforts. Planning a recruitment week will empower you and your chapter leaders to recruit potential new members through a series of activities and events which promote SkillsUSA. SkillsUSA recruitment is a process that happens all year long. You may host a recruitment week at the beginning of each semester and conduct recruitment campaigns all throughout the year. We trust that the information in this guide will benefit all of your recruitment efforts.

Chapter Recognition

SkillsUSA wants to recognize achievements of chapters that host recruitment activities. After you have completed your chapter activities, you can submit your recruitment work for the opportunity to be spotlighted on the SkillsUSA Champions digital hub. Be sure to track your work and photograph events along the way. Work with your advisor to submit your completed events to be featured in the digital hub [here](#).

Timeline

	Timeline	Activity
	4 weeks prior	Form a committee or recruitment week team and select dates of your recruitment week. (See page 3)
	3-4 weeks prior	Brainstorm activities to recruit potential new members by utilizing ideas outlined in the guide below. (See page 5)
	3 weeks prior	Pull your ideas together and draft SMART goals for your chapter activities. (See page 4)
	2-3 weeks prior	Brush up on your SkillsUSA knowledge, recruiting skills, and practicing any sessions you'll be facilitating. (See page 7)
	1 week prior	Finalize any remaining details. (See page 7)
	1 week after	Celebrate your success and submit your events to be featured in the SkillsUSA Digital Hub . (See page 7)

Forming a Committee

The best way to recruit new members is by your own efforts, along with your chapter officers and other returning chapter leaders. A committee will be most impactful in your recruitment efforts and goals. Set expectations by outlining a “job description” of a committee member:

Title: Recruitment Committee Member

Duration: Approximately 5 weeks

Summary: The primary role of a Recruitment Committee Member is to support the SkillsUSA chapter in conducting local chapter recruitment activities and articulate the benefits of joining the group to a potential new member. The committee member would work in leading and supporting activities to successfully host a local recruitment week. This work would culminate in a membership increase for the SkillsUSA chapter.

Work with your SkillsUSA chapter advisor to appoint members to the committee. Once your committee is formed, schedule your first meeting so that you can dive into projects!

Selecting a Date

When selecting a week to host your recruitment week activities, keep in mind the following questions:

- What are the best dates for committee members to be able to prioritize coursework while upholding their commitment?
- Based on Career and Technical Education (CTE) program dates, is there a week that would be best to host your event?
- How much time will you need to receive administration/instructor approval?
- When are other student organizations hosting recruitment efforts at your school?
- Are there other big events that you could tie your event to or that you should avoid that could take away from your event?

Writing SMART Goals

Get started on your recruitment projects and events by writing SMART goals. There are two different types of SMART goals your team can put together, with one focused on an [Essential Element](#) of the [SkillsUSA Framework](#) and the other focused on the success of the activity.

How to Write SMART Goals

Specific: What is the purpose and intention of the goal? Does your goal contain clear and precise wording? If the answer is yes, your goal is *specific*.

Measurable: How can your goal be measured for success? Does your goal provide clear standards to measure the results? If the answer is yes, your goal is *measurable*.

Achievable: How will your goal get accomplished? Does your goal state what steps you will take to accomplish the goal? If the answer is yes, your goal is *achievable*.

Relevant: Given the time and resources you have, is your goal doable, and does it align with your overall goals? If the answer is yes, your goal is *relevant*.

Time-Bound: Can you create a timeline for your goal to avoid putting it on the back burner? Is the deadline clear, reasonable, and specific? If the answer is yes, your goal is *time-bound*.

Let's Put it All Together!

Now that you know how to write SMART goals for recruitment week, work with your team to create at least two goals to help you get started. Ask your advisor to review and approve your SMART goals once written. See examples of each kind of SMART goal below:

Essential Element SMART Goal

"Our chapter officers in charge of recruitment week will use the Essential Element of **planning, organizing, and management** as outlined in the high-level of detail, precision, and execution by the end of recruitment week on October 11th." **Write your own Essential Element SMART Goal below.**

Activity SMART Goal

"Our SkillsUSA chapter will register 25 new members by the end of recruitment week on October 11th by hosting three membership events." **Write your own Activity SMART Goal below.**

Planning your Week*

There are lots of ways to engage potential new members. Gather ideas for events or activities that your chapter can complete each day of the week. Consider thinking about when you joined the chapter:

- What drew you in at first?
- What convinced you to join?
- What did you not like about it at first?

An example recruitment week at your school might look like this:

Monday	Tuesday	Wednesday	Thursday	Friday
Leave fliers for your membership meeting on every seat in CTE classes, lunch tables, lockers, etc. and promote it on social media.	Set up an informational lunch and learn for students to learn more about SkillsUSA. Have all members wear their favorite SkillsUSA shirt to school.	Host your membership meeting to discuss all of the benefits of joining SkillsUSA, and incentivize attendance.	Host a breakfast for potential new members to ask any questions and engage with chapter members and leaders.	Every member that joins by Friday is invited to an exclusive movie night or game night hosted by your chapter on campus.

*Your recruitment activities are not required to be a full week; however, this is a best practice model to serve as a guide.

Putting Plans into Action

As you create your recruitment week activities, think about how you will promote them. See below for some promotional materials:

- SkillsUSA's official school year themed PowerPoint, located in the [SkillsUSA Brand Portal](#)

Your Keys to Success

Consider these in-person and virtual engagement ideas, as well as cost-efficient incentives you can provide to students for their participation.

Engagements:

- Guest speakers
- Ice breakers
- Fun videos
- Flyers
- recruitment week theme
- Decorations
- Games

Incentives:

- Pizza Party
- Snacks/drinks
- SkillsUSA merch/SWAG
- Candy
- Gift cards
- Raffles
- Competitions

Membership Meeting

One of the most important parts of a recruitment week should be your Membership Meeting to bring current members together and recruit new members.

Sample Meeting Agenda

Use this sample meeting agenda to serve as a guideline for your event, but make sure to tailor it to your specific event, CTE program, speakers, and guests. Make sure that all chapter officers are informed of the agenda and are prepared to speak at the appropriate time(s).

7:30 - 7:45 AM	Set Up Set the room up with the appropriate seating, your presentation, and music. It may be beneficial to offer breakfast items and provide a handout for new members when they walk in the door.
7:45 - 8:00 AM	Doors Open Greet members as they enter and distribute any handouts.
8:00 - 8:05 AM	Opening Remarks Have the officer team or recruitment week committee introduce themselves and give a brief welcome to the members and new guests. A couple of officers can give a condensed version of their Framework story. Ask the advisor to give a short welcome too.
8:05 - 8:30 AM	Activity - Introducing SkillsUSA Utilize the "What is SkillsUSA?" lesson plan to introduce potential new members to SkillsUSA. To help you prepare for the session and practice facilitating, take a look at the Facilitation Tips & Tricks guide .
8:30 - 8:35 AM	Next Steps and Q&A Identify next steps for the audience and your SkillsUSA chapter. Announce details of the next meeting, activity, or event for students to attend. Open the room up to questions before dismissing the group. Make sure chapter officers are available throughout the room as students leave to answer individual questions as needed.

SkillsUSA Knowledge Refresher

When you're actively trying to get others to join the organization, it is important that you are up to speed on SkillsUSA and how to use that knowledge to recruit members. Watch these videos and practice your recruiting skills using the resources below:

SkillsUSA Knowledge

- [What is SkillsUSA](#) - describes what SkillsUSA is and how the organization serves its members.
- [SkillsUSA Framework](#) - unpacks the SkillsUSA Framework and how everything members do on the local, state, and national level is grounded in learning and growing in the Essential Elements of the Framework.
- [SkillsUSA Program of Work](#) - displays what members do in SkillsUSA in the classroom, the workplace, and the chapter.

Practice Recruiting Skills

- [Conversation Cards](#) - use these role-play cards with other committee members or your advisor to practice questions that may come up from potential new members. Ensure what you are saying is in your own words.
- [Recruitment Pocket Guide](#) - brainstorm who you might share your SkillsUSA story with and how you'll tell it.
- [Create your SkillsUSA Framework Story](#) - watch past SkillsUSA national officers share their Framework stories and see the resources available to create your own Framework story.

Final Steps

As you tie up any loose ends to your planning, think of the following:

- Is there anything else that needs to be planned/scheduled for our events?
- Do we have all the materials we need for each event?
- Is our promotion plan ready to put into action?
- Have we checked with our school administrator about hosting these events?

Celebrate!

You did it! Congratulations on a well-done recruitment week. Make sure to celebrate with your committee and chapter after all the hard work you put into pulling off this event. Don't forget to thank those who supported you as well - advisors, administrators, parents, anyone who played a part!

Once the festivities are wrapped up, remember to [submit your recruitment week activities](#) for a chance to be recognized.